

UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants

Knudson et al.

Application No.:

09/070,604 Confirmation No.: 4617

Filed

April 30, 1998

For

PROGRAM GUIDE SYSTEM WITH

ADVERTISEMENTS

RECEIVED

Group Art Unit :

2611

SEP 2 5 2002

Examiner

Ngoc K. Vu

Technology Center 2600

New York, New York September 20, 2002

Hon. Commissioner for Patents

P.O. Box 2327

Arlington, VA 22202

SUBMISSION OF FORMAL DRAWINGS

Sir:

Pursuant to 37 C.F.R. § 1.85, applicant herewith furnishes Twenty-Four(24) sheets of formal drawings (Figs. 1-23), to be substituted for the Twenty-Four (24) sheets of drawings filed on August 28, 1998.

Respectfully submitted,

Kevin T. Roddy

Reg. No. 50,577

Attorney for Applicants

FISH & NEAVE

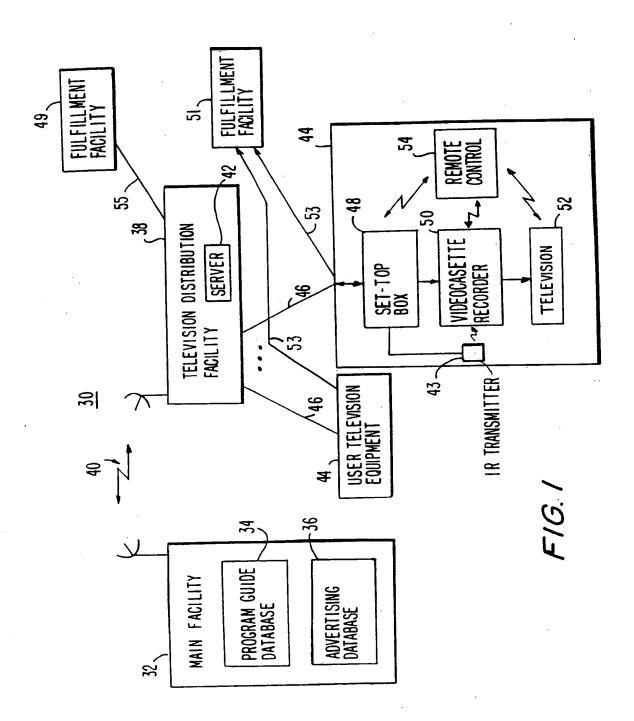
Customer No. 1473

1251 Avenue of the Americas New York, New York 10020-1104

Tel.: (212) 596-9000 Fax.: (212) 596-9090 Applicants: Knudson et al. Appl on No.: 09/070,604 Filec : April 30, 1998

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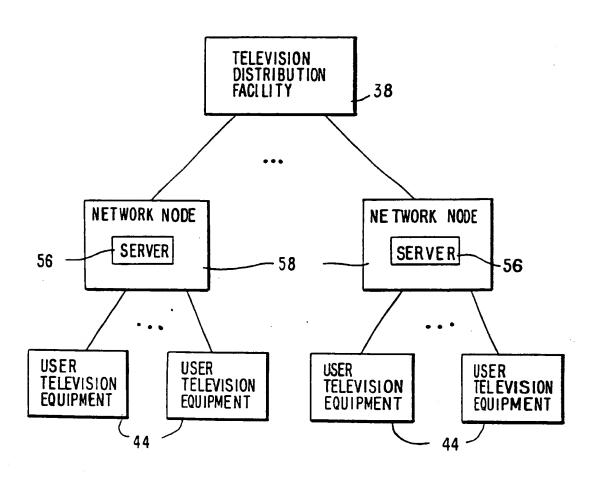
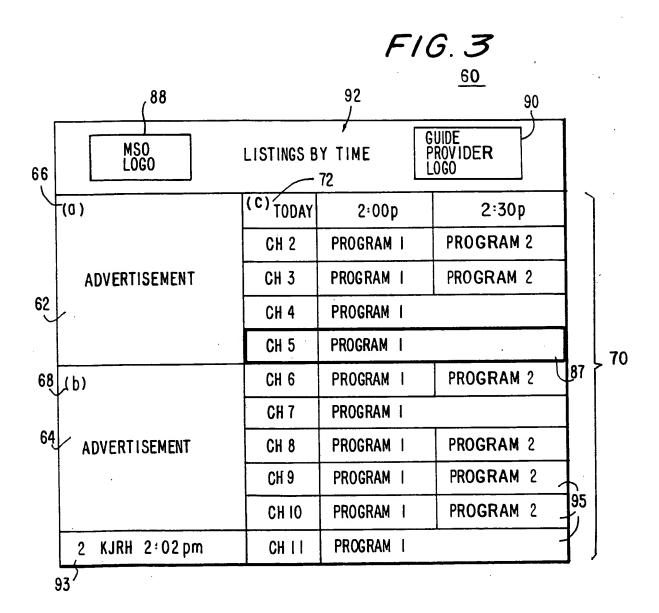


FIG. 2



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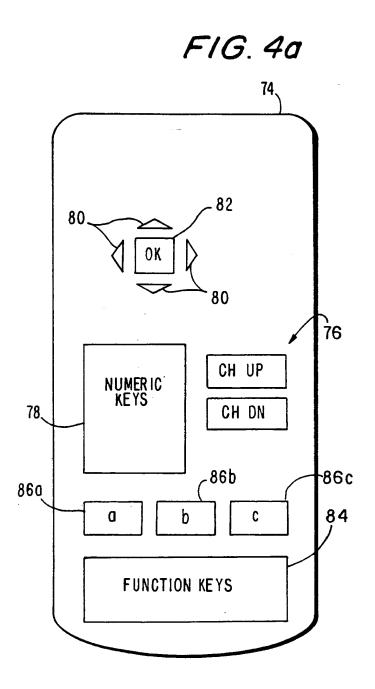
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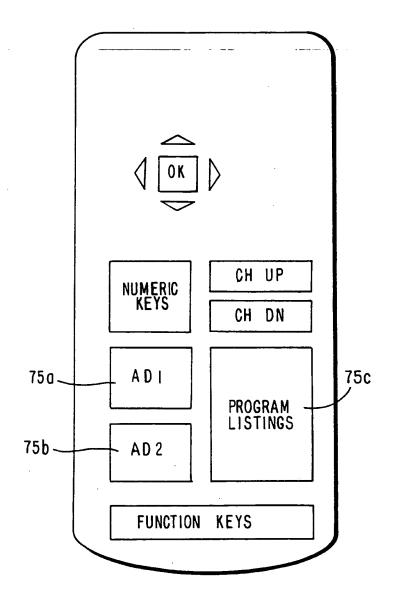
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FIG.4b

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FIG. 5 , 94 TEXT ADVERTISING INFORMATION 96 98 GRAPHICS ADVERTISING INFORMATION ADVERTISING OPTIONS VIDE0 **ADVERTISING** INFORMATION 102 100



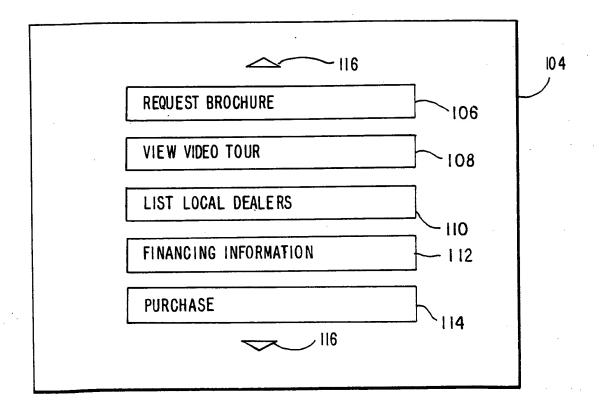
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FIG.6

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FIG. 7

MSO LOGO	LISTINGS BY TIME	GUIC PRO LOG	DE VIDER O	
(a)	(c) TODAY	2:00 p	2:30p	
	CHI	PROGRAM I	PROGRAM 2	120
ADVERTISEMENT	CH 2	PROGRAM I	PROGRAM 2	
	CH 3	PROGRAM I	PROGRAM 2	
·	A D'	VERTISEMENT	_	118
(b)	CH 4	PROGRAM I		
	CH 5	PROGRAM I		
ADVICATIONENT	CH 6	PROGRAM I	PROGRAM 2	
ADVERTISEMENT	CH 7	PROGRAM I		
	CH 8	PROGRAM 1	PROGRAM 2	122
	CH 9	PROGRAM I		122



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	LOGOS			
(a)	(c)TODAY	2:00 p	2: 30 p	
	CH 2	PROGRAM I	PROGRAM 2	
ADVERTISEMENT	CH 3	PROGRAM I	PROGRAM 2	
	AC	ADVERTISEMENT		
	CH 4	PROGRAM I		
(b)	CH 5	PROGRAM I		
ADVERTISEMENT	CH 6	PROGRAM I	PROGRAM 2	
	CH 7	PROGRAM I	•	
	CH 8	PROGRAM I	PROGRAM 2	
	CH 9	PROGRAM I		
	CH 10	PROGRAM I	PROGRAM 2	

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	MSO LOGO LISTINGS	S BY TIME	GUIDE PROVIDER LOGO		
(Ū)		(c) _{TODAY}	2:00 p	2:30p	
		CH 2	PROGRAM I	PROGRAM 2	
	ADVERTISEMENT	CH 3	PROGRAM I	PROGRAM 2	
		CH 4	PROGRAM I		إإ
		AD	VERTISEMENT		γ
(b)		CH 5	PROGRAM 1		
		CH 6	PROGRAM I	PROGRAM 2	\rceil'
	ADVEDTIGENENT	CH 7	PROGRAM I		
	ADVERTISEMENT	CH 8	PROGRAM I	PROGRAM 2	
		CH 9	PROGRAM I		Ţ
		CH 10	PROGRAM I	PROGRAM 2	7

FIG. 9



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FIG.10

CHI	PROGRAM I	PROGRAM 2
CH 2	PROGRAM I	
CH 3	PROGRAM I	
A	DVERTISEMENT	
CH 4	PROGRAM !	PROGRAM 2
CH 5	PROGRAM I	
CH 6	PROGRAM I	

CH 7	PROGRAM I	
CH 8	PROGRAM I	PROGRAM 2
CH 9	PROGRAM I	PROGRAM 2
A	DVERTISEMENT	
CH 10	PROGRAM I	
CH I I	PROGRAM I	
CH 12	PROGRAM I	PROGRAM 2



ion No.: 09/070,604 : April 30, 1998 : PROGRAM GUIDE SYSTEM WITH ADVERTISEMENTS Attorney: Kevin T. Roddy, Reg. No. 50,577 Sheet 12 of 24 12/24 F1G.11a PROGRAM LISTING PROGRAM LISTING 126 PROGRAM LISTING ×124 PROGRAM LISTING PROGRAM LISTING PROGRAM LISTING PROGRAM LISTING FIG. 11b PROGRAM LISTING PROGRAM LISTING PROGRAM LISTING -PROGRAM LISTING **ADVERTISEMENT** 128 PROGRAM LISTING PROGRAM LISTING PROGRAM LISTING 124 PROGRAM LISTING PROGRAM LISTING 126 PROGRAM LISTING 128 ADVERT ISEMENT PROGRAM LISTING 126 PROGRAM LISTING FIG. 11c PROGRAM LISTING

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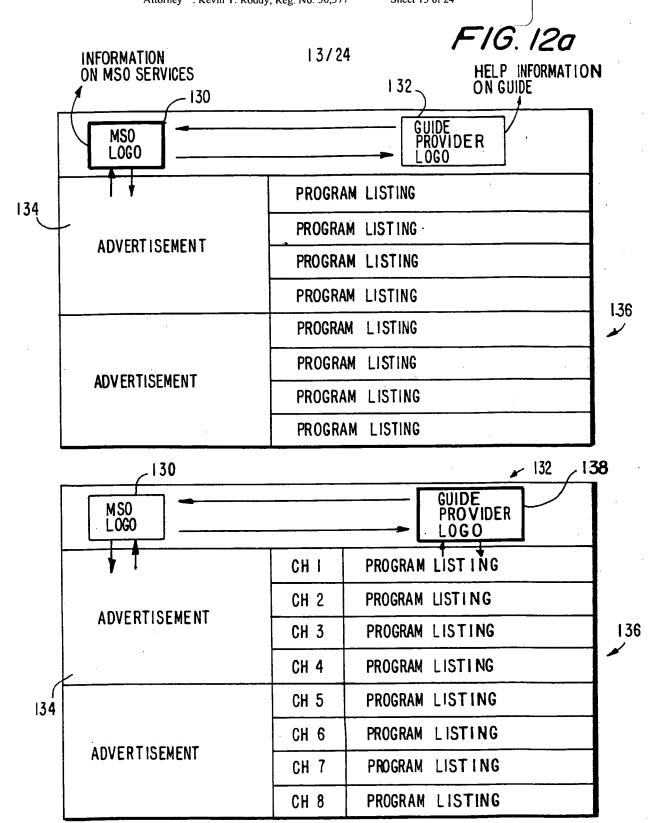


FIG. 12b



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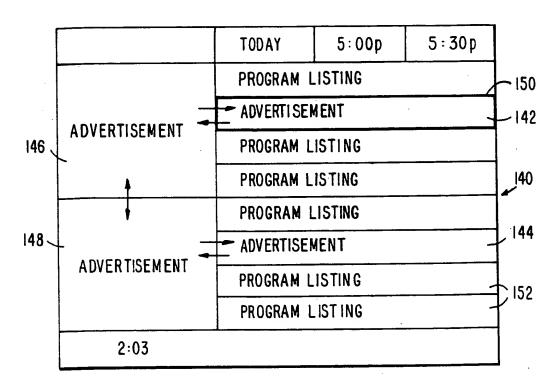
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FIG. 13





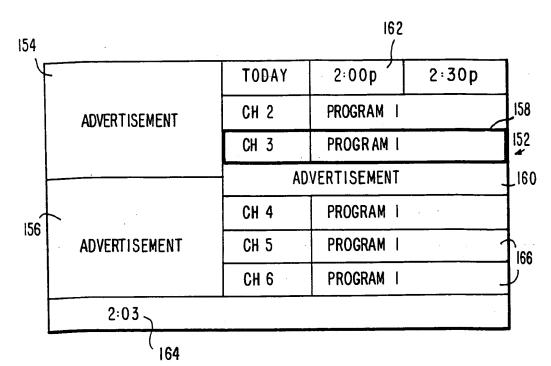
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FIG. 14





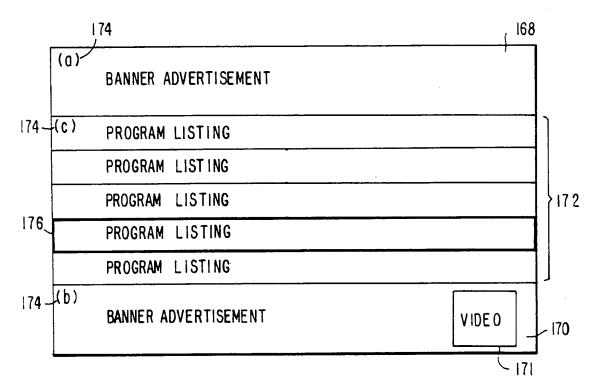
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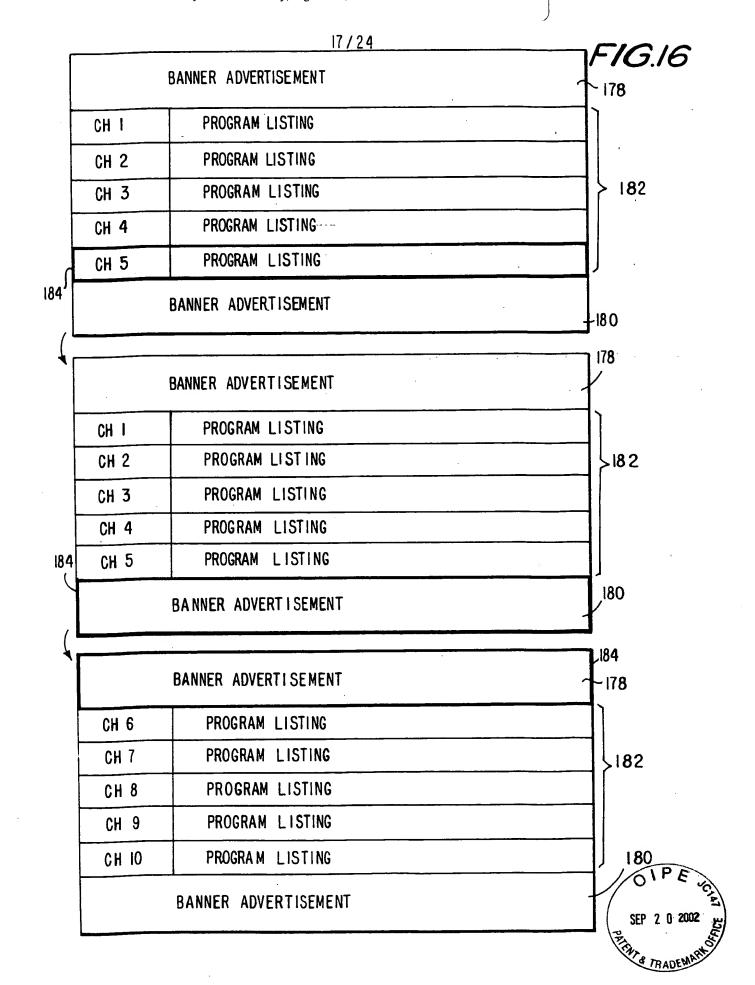
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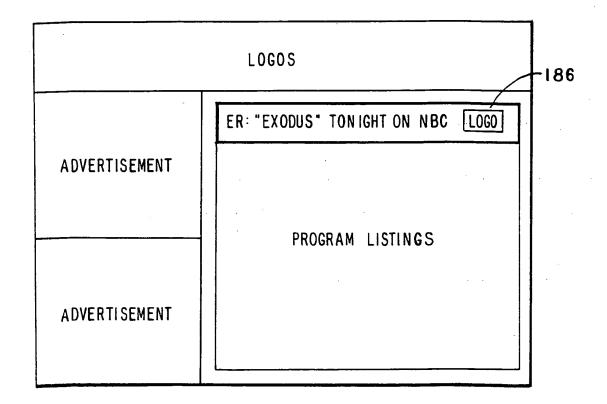
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FIG.17





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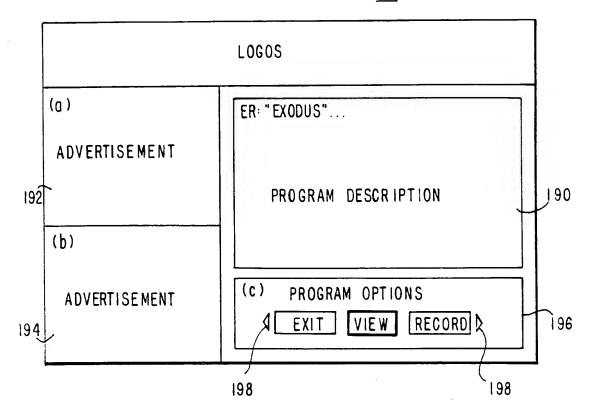
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FIG. 18

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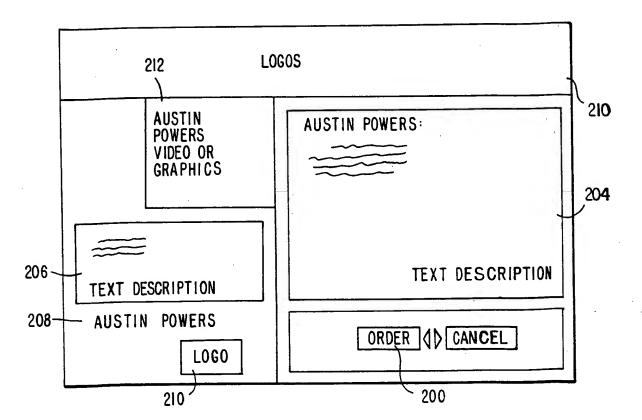
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FIG. 19

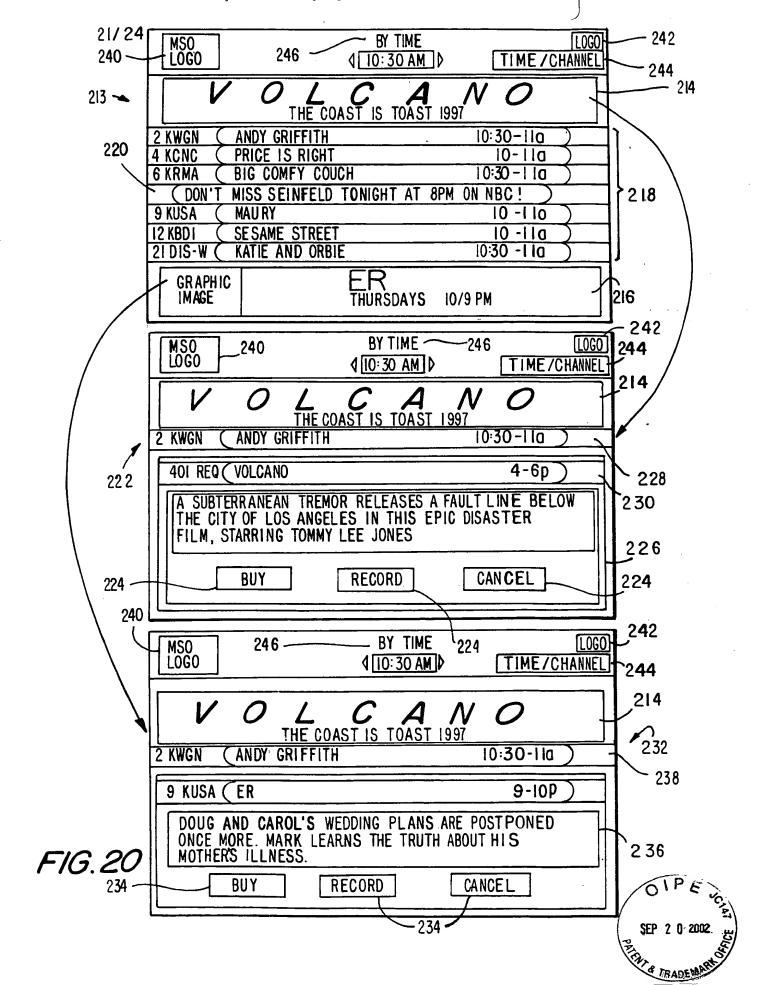
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	LOGO			
	TODAY	2:00p	2:30 p	1
	CHI	PROGRAM I	PROGRAM 2	252
ADVERTI SEMENT	"PROGRA	"PROGRAM X" TONIGHT ON CH I		
	CH 3	PROGRAM I	PROGRAM 2	248
	CH 4	PROGRAM I		
	CH 5	PROGRAM I		
	CH 6	PROGRAM I	PROGRAM 2	
ADVERTISEMENT	CH 7	PROGRAM I		
	CH 8	PROGRAM I		
	CH 9	PROGRAM I		



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Fig. : April 30, 1998
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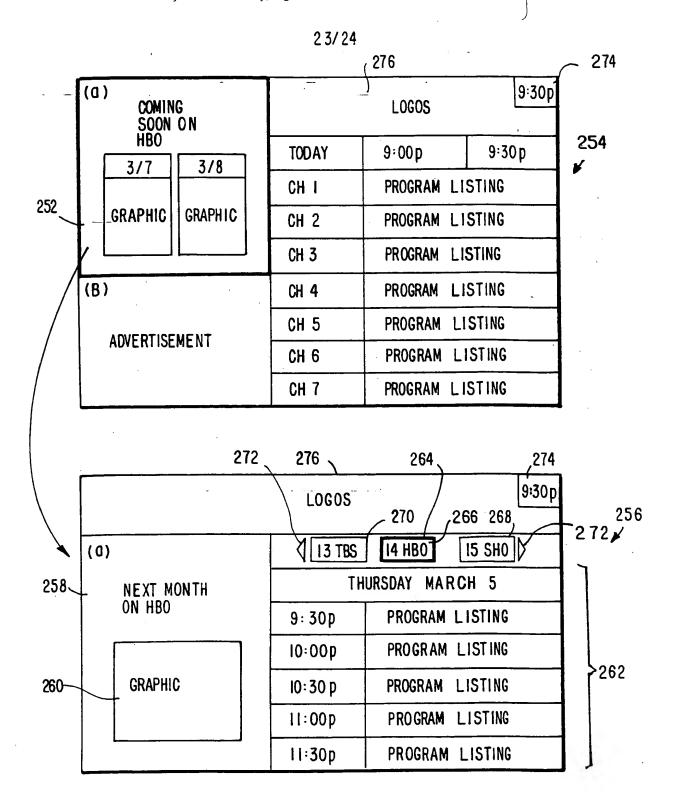


FIG. 22



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